

Abstract

This diploma thesis “Rise and Evolution of Online Journalism in the Czech Republic in Case of Online Daily iDnes.cz” considers an important and interesting period of Czech journalism after 1989. Specifically, it focuses on the origins of online daily iDnes and tries to describe history of Czech internet journalism on this example.

The main attention is focusing principally on the first stage of daily's history: stage of planning (nine months in 1997), which is characterised with disbelief of publishing company Mafra and very cautious attitude to the plan, and first two years, which are very unusual for starting a professional medium. The authors of the plan intended from the beginning to work with the specific possibilities of hypertext space of the internet. But they had to count with a low budget and only two editors.

Only two months were enough to see that internet daily can act as an independent part of the publishing company. The readers of early Czech internet used to visit the new site and iDnes became the most visited internet daily in 1999. Among others they appreciated use of new journalistic genres specific for internet space. For example: online interview and online report. Daily had also possibility to update texts – react to a progression of a situation. This diploma thesis also describes the evolution of this medium. Nowadays it is one of the most successful internet dailies in the Czech Republic – iDnes employs about seventy editors and the budget is about one hundred million crowns.